

REMARKS

The Office Action mailed May 31, 2005, has been received and its contents carefully reviewed. Claim 3 was canceled by a previous amendment. Claims 1, 2, and 4-30 were previously presented. In response to the May 31, 2005, Office Action, and the recent personal interview conducted with the Examiner and Supervisory Examiner at the U.S. Patent and Trademark Office, claims 1, 2, 4-9, and 11 were amended to provide additional context and details regarding the present invention. Support for these amendments may be found throughout the specification and at least on pages 13-17, 21-23, 25, 27-29, 30, and 31. As such, Applicant respectfully submits that no new matter was introduced by these amendments.

Additionally, previously pending claims 12-30 were canceled, and new claims 31-78 were added to recite additional details regarding the present invention in the context of the specification and the discussions during the personal interview. Support for these new claims may also be found at least on pages 13-17, 21-23, 25, 27-29, 30, and 31, and throughout the specification. As now recited, claims 1, 2, 4-11, and 31-78 are currently pending and are believed to be in condition for allowance. With respect, Applicant submits that the present Amendment complies with the submission requirements of a Request for Continued Examination and requests reconsideration of the present application in light of the above amendments and the following remarks.

A. Personal Interview with the Examiner

Applicant thanks the Examiner for the Examiner's time and consideration showed to Applicant and to Applicant's representatives during the personal interview conducted at the U.S. Patent and Trademark Office. Applicant thanks the Examiner for including the Supervisory Patent Examiner in the personal interview as well. Applicant appreciates the opportunity to demonstrate the invention of the present application, especially the sponsorship bumping features and the methods in which the invention may be practiced.

B. 35 U.S.C. § 103(a) Rejections**1. Rejections based on the combination of Gupta et al., Verma, Wolff, and Leal.**

Claims 1, 10, 11, 28, and 29 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Gupta et al. U.S. Patent No. 6,487,538, in view of Verma U.S. Patent No. 6,243,750, further in view of Wolff U.S. Patent No. 6,247,047, and further in view of Leal U.S. Patent No. 6,189,003. Applicant respectfully requests reconsideration of this rejection in light of the above amendments and the following remarks.

The present invention relates to directories, and more specifically, to a method and system for marketing and selling sponsorship of a directory listing in response to search criteria submitted by a user. For example, amended claim 1 recites a method for marketing and selling sponsorship of a directory listing within a system that displays directory listings in response to search criteria submitted by a user, the method comprising presenting a plurality of listings to the user based on the search criteria; in response to a user selection of one of the listings, displaying the selected listing as a sponsoree listing a designated active and browseable sponsor web page of a sponsor on the same page as the sponsoree listing, wherein no further browsing is required to see a content of the sponsor web page; and enabling the sponsoree associated with the sponsoree listing to replace the sponsor web page with any other web page selected by the sponsoree upon payment of consideration by the sponsoree.

As discussed during the personal interview and as recited in amended claim 1, the combination of Gupta et al., Verma, Wolff, and Leal fails to disclose that the sponsoree associated with the sponsoree listing is able to replace the sponsor web page with any other web page selected by the sponsoree upon payment of consideration by the sponsoree. None of the Gupta et al., Verma, Wolff, and Leal references, either alone or in combination, disclose this feature as recited in amended claim 1. As such, Applicant respectfully requests reconsideration and withdrawal of the rejection of amended claim 1 under 35 U.S.C. § 103(a).

Applicant canceled claims 28 and 29 by the above amendment and therefore does not address their previous rejection. However, dependent claims 10 and 11 are

dependent upon amended claim 1, and thereby include all the limitations of independent claim 1, while reciting additional features of the present invention. Applicant respectfully traverses the rejection of claims 10 and 11 for similar reasons as outlined above with regard to the rejection of claim 1 under 35 U.S.C. § 103(a). As discussed above, Applicant respectfully submits that the cited combination of references fails to disclose all the elements and limitations recited in independent claim 1 of the present application. Therefore, the applied combination of references fails to disclose all the features and limitations of dependent claims 10 and 11 as well.

Accordingly, Applicant respectfully submits that claims 10 and 11 are allowable by virtue of their dependency upon claim 1 as outlined above. Applicants respectfully request reconsideration and withdrawal of the rejection of claims 10 and 11 under 35 U.S.C. § 103(a).

2. Rejections based on the combination of Gupta et al., Verma, and Wolff.

Claims 27 and 30 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Gupta et al. U.S. Patent No. 6,487,538, in view of Verma U.S. Patent No. 6,243,750, and further in view of Wolff U.S. Patent No. 6,247,047. Applicant canceled claims 28 and 29 by the above amendment and therefore does not address their previous rejection.

3. Rejections based on the combination of Gupta, Verma, Wolff, Leal, and Jones.

Claim 2 and claims 4-9 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Gupta et al. U.S. Patent No. 6,487,538, in view of Verma U.S. Patent No. 6,243,750, further in view of Wolff U.S. Patent No. 6,247,047, further in view of Leal U.S. Patent No. 6,189,003, and further in view of Jones U.S. Patent No. 6,256,623. Applicant respectfully requests reconsideration of this rejection in light of the above amendments and the following remarks.

Dependent claim 2 and dependent claims 4-9 are dependent upon amended claim 1, and thereby include all the limitations of independent claim 1, while reciting additional features of the present invention. Applicant amended dependent claim 2 and dependent claims 4-9 to provide additional context and details regarding the

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present invention. Applicant respectfully traverses the rejection of amended claim 2 and amended claims 4-9 for similar reasons as outlined above with regard to the rejection of claim 1 under 35 U.S.C. § 103(a). As discussed above, Applicant respectfully submits that the cited combination of references fails to disclose all the elements and limitations recited in amended independent claim 1 of the present application. Therefore, the applied combination of references fails to disclose all the features and limitations of amended claim 2 and amended claims 4-9 as well.

Accordingly, Applicants respectfully submit that claim 2 and claims 4-9 are allowable by virtue of their dependency upon claim 1 as outlined above. Applicants respectfully request reconsideration and withdrawal of the rejection of claim 2 and claims 4-9 under 35 U.S.C. § 103(a).

4. Rejections based on the combination of Gupta et al. and Wolff.

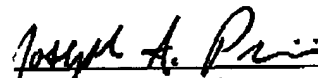
Claims 12-26 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Gupta et al. U.S. Patent No. 6,487,538, in view of Wolff U.S. Patent No. 6,247,047. Applicant canceled claims 12-26 by the above amendment and therefore does not address their previous rejection.

E. Conclusion

In view of the above amendments and remarks, Applicant respectfully requests the Examiner's reconsideration of this application and the timely allowance of the pending claims.

Respectfully submitted,

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